

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM

SA-51111A

**DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

RETURN COMPLETED FORM TO



U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

2003 SERVICE ANNUAL SURVEY

NEWSPAPER PUBLISHERS

138 SAS_I
511110 T

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1

SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These locations may publish newspapers in print or electronic form.

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

- 0001 1 ☐ Yes — Continue with Item 3
2 ☐ No — Specify your business activity and continue with Item 3, and complete as much of the survey form as possible. ➔

0002

Item 2

NOT APPLICABLE TO THIS FORM

Item 3

REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

0006 1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year

3 ☐ Less than 12 months

From

To

2003

Month Day Year

0007

0008

Item 4A	REVENUE	An estimate is acceptable if a book figure is not available.	Key code	2003			
				Bil.	Mil.	Thou.	Dol.
<p>Report all revenue before any items of cost or expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newsstand and carrier commissions, etc.</p> <p>Exclude intracompany transfers.</p> <p>Enter "0" in items where applicable.</p> <p>Do Not combine data for two or more detail lines.</p> <p>Print newspapers – Report revenue from newspapers published in print form.</p> <p>Internet newspapers – Report revenue from newspapers published on the Internet.</p> <p>Other media newspapers – Report revenue from newspapers published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette. Report the sale of back issues in line 8.</p> <p>Line 4 – Contract printing services – Report revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars.</p> <p>Line 5 – Distribution of flyers, inserts, samples, etc. – Report revenue from distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars, and product samples.</p> <p>Line 6 – Graphic design services – Report revenue from providing design services for others such as layout and design of graphic art work, photography, and copy editing.</p> <p>Line 7 – Market research – Report revenue from providing research services to analyze data for marketing. Research services include collecting, recording, and analyzing data related to the marketing of goods and services.</p> <p>Line 8 – Archival sales services – Report revenue from providing access to review back issues of the newspaper or the sale of back issues. Back issues are frequently sold in sets and usually on a storage media such as microfilm, microfiche, CD-ROM or diskette.</p> <p>Line 9 – Sale or licensing of rights to content – Report revenue from selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Exclude outright sale of rights in perpetuity.</p>		1. Newspapers – Print a. Subscriptions and sales	600				
		b. Advertising	602				
		2. Newspapers – Internet a. Subscriptions and sales	601				
		b. Advertising	603				
		3. Newspapers – Other media (exclude print and Internet) a. Subscriptions and sales	1185				
		b. Advertising	1184				
		4. Contract printing services	604				
		5. Distribution of flyers, inserts, samples, etc.	1152				
		6. Graphic design services	1161				
		7. Market research	1182				
		8. Archival sales services	1133				
		9. Sale or licensing of rights to content	639				
		10. Rental or sale of mailing lists	1231				
		11. Non-newspaper publishing	1186				
		12. Publishing services for others	1224				
		13. Other services revenue – Specify					
		1163	749				
		14. TOTAL REVENUE	002				

Item 4B	E-COMMERCE RECEIPTS/REVENUE															
<p>Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.</p> <p>An estimate is acceptable if a book figure is not available.</p>																
<p>1. Did your firm have e-commerce receipts/revenue during 2003?</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">0011</div> <div> <input type="checkbox"/> Yes — Enter the date your firm began e-commerce sales. </div> </div> <div style="display: flex; align-items: center; margin-top: 5px;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">0010</div> <div> <input type="checkbox"/> No — Continue to Item 4C. </div> </div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Month (i.e., June=06)</td> <td style="width: 50%; text-align: center;">Year (i.e., 2003=03)</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> </tr> </table>	Month (i.e., June=06)	Year (i.e., 2003=03)													
Month (i.e., June=06)	Year (i.e., 2003=03)															
<p>2. What was your firm's e-commerce receipts/revenue for 2003? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.) </p>																
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; width: 5%;">Key code</th> <th colspan="4" style="text-align: center;">2003</th> </tr> <tr> <th></th> <th style="text-align: center;">Bil.</th> <th style="text-align: center;">Mil.</th> <th style="text-align: center;">Thou.</th> <th style="text-align: center;">Dol.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">005</td> <td></td><td></td><td></td><td></td> </tr> </tbody> </table>		Key code	2003					Bil.	Mil.	Thou.	Dol.	005				
Key code	2003															
	Bil.	Mil.	Thou.	Dol.												
005																

Item 4C	EXPORTS															
<p>An estimate is acceptable if a book figure is not available.</p> <p>Note – An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include revenue from single copy and subscription sales, and advertising sales to customers or clients located outside the United States. Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). Exclude products provided to domestic subsidiaries of foreign firms.</p>																
<p>Did the total revenue reported in Item 4A include any amounts received for exported services or products?</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">0009</div> <div> <input type="checkbox"/> Yes </div> </div> <div style="display: flex; align-items: center; margin-top: 5px;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">0004</div> <div> <input type="checkbox"/> No </div> </div>																
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; width: 5%;">Key code</th> <th colspan="4" style="text-align: center;">2003</th> </tr> <tr> <th></th> <th style="text-align: center;">Bil.</th> <th style="text-align: center;">Mil.</th> <th style="text-align: center;">Thou.</th> <th style="text-align: center;">Dol.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">004</td> <td></td><td></td><td></td><td></td> </tr> </tbody> </table>		Key code	2003					Bil.	Mil.	Thou.	Dol.	004				
Key code	2003															
	Bil.	Mil.	Thou.	Dol.												
004																

Item 4D PERCENTAGE BREAKDOWN OF NEWSPAPER REVENUE

An estimate is acceptable if a book figure is not available.

Line 1a – General newspapers – Newspapers consisting of multiple topics with the intent of appealing to a broad audience. Include community newspapers.

Line 1b – Specialized newspapers – Newspapers focusing on a single topic or theme that is of special interest to a select audience. **Exclude** shoppers newspapers containing only consumer advertising.

	Key code	Percentage of newspaper total revenue for 2003
1. What was the percentage of newspaper revenue by type for 2003?		
a. General newspapers	1121	%
b. Specialized newspapers	1123	%
c. Other newspapers	1297	%
TOTAL		100 %

Item 4E INVENTORIES AT END OF YEAR (DECEMBER 31, 2003)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	End of 2003			
		Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

<Please continue to Item 4F.>

Item 4F TOTAL OPERATING EXPENSES							
<p>Include annual payroll on a cash basis, employer's contributions to employee benefits plans on a cash basis, cost of contract labor, materials and supplies, fuels for motor vehicles, purchased services, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses.</p>		<p>An estimate is acceptable if a book figure is not available.</p>	Key code	2003			
			Bil.	Mil.	Thou.	Dol.	
		TOTAL OPERATING EXPENSES	003				

Item 4G SELECTED EXPENSES						
<p>1. Cost of Contract Labor</p> <p>Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are not on your payroll, but are supervised by your firm. Exclude payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.</p>		<p>An estimate is acceptable if a book figure is not available.</p> <p>Include only purchases from external vendors.</p> <p>Exclude capitalized costs.</p>				
<p>2. Expensed Materials and Supplies (not for resale)</p> <p>Line 2a – Report the cost of expensed computer hardware and packaged software. Include hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. Exclude leased and/or rented equipment.</p> <p>Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. Include office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. Exclude fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.</p>		<p>1. Cost of Contract Labor</p> <p>2. Expensed Materials and Supplies (not for resale)</p> <p>a. Computer and other business equipment and supplies (including packaged software)</p> <p>b. Other materials, parts, and supplies</p>				
<p>3. Expensed Purchased Services</p> <p>Line 3a – Report the cost of expensed custom coded software. Include computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. Exclude computer-related communications costs.</p> <p>Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. Include computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. Exclude payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.</p> <p>Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.</p> <p>Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.</p> <p>Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. Include the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.</p> <p>Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.</p> <p>Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. Exclude payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.</p> <p>Line 3h – Report the cost of purchased or contracted printing services.</p> <p>Line 3i – Include purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. Exclude payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.</p>		<p>3. Expensed Purchased Services</p> <p>a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services</p> <p>b. Data processing and other purchased computer services</p> <p>c. Purchased communication services</p> <p>d. Purchased electricity</p> <p>e. Purchased fuels (except motor fuels)</p> <p>f. Purchased management consulting, administrative services, other professional services</p> <p>g. Lease and rental payments</p> <p>h. Purchased printing services</p> <p>i. All other purchased services – Specify ↗</p>				
		1310				

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.